



COLLIN HUMMEL

Strategic Foundation. Succinct Creativity.

A concept-driven, highly experienced Creative Director – specializing in the development of and exploration of ideas and design strategy for brands, weaving words and images into simple narratives which talk to the right people.

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EXPERIENCE

CURRENT

3M

SR Brand Design Manager, 3M Design

Responsible for the visual manifestation of the 3M brand, bringing our vision, culture, history and goals to life via digital, video, experiential, physical, and print activations.

Helped drive an increase in 3M brand value of \$2 billion dollars through the concept and execution of the 3M SXSW activation, 3M's Back to the Future celebration event in New York, and Kids Curiosity videos project. Recently activated an experiential marketing project at the 2017 Fast Company Innovation Festival where 3M earned 63% of all social media chatter relating to the event.

Led 3-year project to re-think/re-imagine 3M's approach to Customer Innovation Centers through research, strategy, design, and build. Included is the creation of the Washington D.C. Innovation Center and its exhibits, messaging for launch, and assets to promote the Center.

Currently overseeing creative development of 3M's 2018 brand campaign. This multi-channel campaign is designed to evoke a sense of curiosity by posing a series of intriguing, relatable questions on topics our audience is familiar with or find relatable in their day to day lives. Paired with visual cues, we will tap into their curiosity to drive a deeper understanding of 3M, the company.

Chief duties:

- Creative direction of 2016, 2017, and 2018 brand campaign activations
- Led strategic approach to 3M's Innovation Centers for consistent global footprint
- Creative direction of 3M's new Washington D.C. Customer Innovation Center
- Development of 3M's digital, social, and illustration guidelines
- Training of agencies and marketing partners on 3M visual guidelines
- Through research, create proposal decks on potential activations to be presented at executive leadership level
- Designed 3M's best performing social media post with the Prince memorial
- Led 3M's 2016 SXSW activation (creative narrative design) which saw:
 - record attendance
 - an increase in purchase intent among attendees
- Helped drive over 500+ million impressions through brand activations
- Partner with Brand Marketing on theme research and 2017 activation planning
- When needed: write, design, and create branded activations
- Design or direct Internal marketing through e-newsletters
- Push 3M to create unique and relevant - and engaging - creative!

OTHER RELEVANT EXPERIENCE

2012 - 2013

U.S. BANK

Creative Director, User Experience Group

2010 - 2011

POPULAR FRONT: A DIGITAL AGENCY

SR Account Manager

2004 - 2010

FINDLAW, A THOMSON REUTERS COMPANY

Design Team Manager

1998 - 2004

CALLAN PUBLISHING

SR Graphic Designer / Cover Artist

EDUCATION

1993 - 1998

UNIVERSITY OF WISCONSIN, EAU CLAIRE

Bachelor of Science

Major: Advertising; Minor: Art (Graphic Design)

Feb 2013 - Dec 2014

3M

Creative Director, eTransformation (UX/CX)

Led the change from a fixed-width 3M.com web experience to a responsive one. I managed a team of designers, our agency partners and internal partners on the development of our digital experiences and oversaw the roll out new platform to a variety of 3M country locations for global alignment.

Oversaw user testing on prototypes, including lean user testing. Designed creative experience for a variety of breakpoints and created a design pattern library (made up of 115 unique patterns) which allows for consistency in user experience, re-usability, and maintainability.

Trained internal and external partners on visual standards as they pertained to our digital brand, including the use of photography, iconography, fonts and colors.

Aug 2011 - June 2012

BEST BUY (BEST BUY CONNECT)

Creative Director / Usability Designer

My role as Creative Director / Usability Designer for Best Buy Connect was one which saw me oversee a complete business branding process, including the review, oversight and creation of an e-Commerce Website, user experience flows for device activation, brand guidelines and in-store creative.

Secondary duties included the creation of new graphics and concepts for alternative business opportunities, including packaging design, logo creation, PowerPoint layouts, infographics, sell sheets, and more. This work was reviewed with great applause by the leadership at Best Buy and helped lead to the acquisition of Best Buy Connect by an outside party.

QUOTES

"I know this is something you already know, but I don't want to miss an opportunity to put in writing how fantastic Amy and Collin were in the massive preparation and execution for SxSW. They were wonderful to work with, they dove into a relatively new content space for them (and one ripe with challenges!) and worked well beyond any normal commitment. I consider them a dream duo and can't wait to do more with them (and each of you.) Thanks to you for everything, and for supporting these 2 great people!"

"A special thanks to Collin Hummel for these. I walked by the photo shoot and it was clear to me that it was Collin's spirit and enthusiasm driving much of this. Great ideas come from the heart and it was very clear how much Collin believed in these and was going to make them happen. I love them. I really do. They are so different than anything we've ever done before and humanize our brand so much (one of our objectives is to humanize the brand)!"

"Collin is a positive and creative force in our company. Managing the best website design team in the country, Collin has attracted and developed amazing, award-winning design talent. In his role, he has instituted a number of best practices and processes that have increased the efficiency and quality of our designs."

"So, we met with Mike Vitelli (EVP of Best Buy). Jed showed him the product packaging concept you created and VITELLI LOVED IT!! LOVED IT!! Told Jed to "stop talking" because he totally got what we were talking about from the box and asked if it was already a real product!!!"